TOTAL U.S.
PROFILE DATA FOR BASIC WEEK ENDING 02/07/1993

FOCEXEC: (NPO111?) RUNDATE: 02/18/93

STORES CALLED ON AT LEAST ONCE

SECTION	TOTAL STORES	TOTAL CPW ...	% DIST ANY BASIC	% VOLUME CO...	# OF STORES	% OF TOTAL STR	... RATE	% ... ALL ...	% ALL ... VOLUME
11	12,24?	[illegible]	28.9	[illegible]	[illegible]	15.4	38.7	[illegible]	31.1
12	6,504	[illegible]	16.4	[illegible]	[illegible]	13.5	21.8	[illegible]	23.7
13	17,02?	[illegible]	27.0	[illegible]	[illegible]	23.?	28.2	27.0	33.0
14	7,4??	[illegible]	[illegible]	[illegible]	[illegible]	17.?	47.?	24.7	36.5
TOTAL 1	43,204	[illegible]	27.3	21.6	[illegible]	23.2	37.?	[illegible]	31.6
21	10,391	[illegible]	[illegible]	29.7	[illegible]	29.0	34.5	[illegible]	29.7
22	11,4??	[illegible]	[illegible]	5?.6	3,???	29.5	68.5	[illegible]	59.6
23	[illegible]	[illegible]	[illegible]	57.9	[illegible]	25.6	69.0	[illegible]	57.9
24	7,???	[illegible]	[illegible]	45.0	[illegible]	25.9	53.3	[illegible]	45.0
25	[illegible]	[illegible]	[illegible]	37.2	[illegible]	22.4	44.?	[illegible]	37.2
TOTAL 2	[illegible]	10,6??	44.3 ***70	46.7	13,01?	26.6	55.4	44.3	46.7
31	7,239	1,6??,?30	45.8	[illegible]	?,?37	22.?	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	29.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	25.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	34.4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	46.8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	37.1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL 3	42,44?	[illegible]	3?.0	[illegible]	1?,?97	[illegible]	[illegible]	[illegible]	41.7
41	[illegible]	[illegible]	[illegible] 50	[illegible]	[illegible]	[illegible]	77.6	40.4	[illegible]
42	[illegible]	[illegible]	[illegible] 75	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
43	[illegible]	[illegible]	[illegible] 63	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
44	[illegible]	[illegible]	[illegible] 25	[illegible] 60	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
45	[illegible]	[illegible]	[illegible] 40	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
TOTAL 4	44,42?	10,5??	42.3 60	[illegible]	[illegible]	[illegible]	[illegible]	12.2	45.8

*District level - product launch

Hit distribution quick / well communicated
* More BANNERS - CONCERN - McLain Premium BUY.

(Obs) 4/1 by 5/1 Total distribution

PL-affected - Chicago

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TOTAL U.S.
PROFILE DATA FOR [illegible] WEEK ENDING 0?/0?/1993

[illegible]: (MPG115F) RUNDATE: 0?/1?/??

[illegible] ROLLED [illegible] ONLY

SECTION	TOTAL STORES	TOTAL [illegible]	% [illegible] BASE	% VOLUME COVERED	[illegible]	% OF TOTAL [illegible]	ACCEPTANCE RATE	% OF ALL ? PACKINGS	% [illegible] VOLUME
S1	7,427	[illegible]	* [illegible] 47-57	[illegible]	[illegible]	22.?	50.6	44.0	[illegible]
S2	6,829	[illegible]	* [illegible] 35-	[illegible]	[illegible]	26.7	40.7	24.8	[illegible]
S3	8,996	[illegible]	[illegible] 36-40	[illegible]	[illegible]	21.?	31.9	29.3	[illegible]
S4	12,257	[illegible]	[illegible] 64-66	[illegible]	[illegible]	[illegible]	42.7	[illegible]	[illegible]
TOTAL S	35,5??	[illegible]	42.4	[illegible]	[illegible]	[illegible]	45.7	[illegible]	48.0
TOTAL	117,58?	[illegible]	38.7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	47.0

problem - chain account

* conemarc PL

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